



Omnichannel retailing, trust, and purchase intention: evidence from Ecuador, Peru, and Colombia

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KEYWORDS

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ABSTRACT

This study examines the relationships between omnichannel retailing, customer trust, and purchase intention in the retail sector, based on evidence from consumers in Ecuador, Peru, and Colombia. A quantitative, cross-sectional approach was employed, using partial least squares structural equation modeling (PLS-SEM). Data were collected via a self-administered digital questionnaire administered to 292 consumers. The results showed positive and statistically significant relationships between omnichannel retailing and trust, between trust and purchase intention, and between omnichannel retailing and purchase intention. Furthermore, the indirect effect analysis revealed a complementary partial mediation of trust in the relationship between omnichannel retailing and purchase intention. The model demonstrated adequate levels of reliability and validity, as well as out-of-sample predictive validity, with performance relative to the linear reference model being more favorable for purchase intention than for trust. The findings suggest that integration and consistency between physical and digital channels are related to trust and purchase intention in the analyzed sample. The study contributes to the literature through the integrated analysis of these constructs and provides implications for omnichannel retail management in the contexts studied.

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1. Introduction

In recent years, omnichannel retailing has established itself as a strategic pillar for understanding shifts in consumer behavior and retail management in digital and hybrid environments (Asmare & Zewdie, 2022). The growing integration of physical and digital channels into the shopping experience is redefining customer expectations and forcing companies to rethink how they build trust and stimulate purchase intent (Osiyevskyy et al., 2024). From a theoretical perspective, this phenomenon is conceived as a system of dynamic interactions among technological, relational, and perceptual dimensions, reflecting the complexity of today's commercial environments (Ciasullo et al., 2022). However, there remains a need to generate empirical evidence linking omnichannel retailing to trust and purchase intent in emerging markets, thereby strengthening the applicability of retail models (Tran Xuan et al., 2023).

It is worth noting that e-commerce in Latin America has grown exponentially, driven by increased digital access, changes in consumer habits, and the pursuit of integrated experiences (Díaz, 2024). According to Statista (2024), this sector is estimated to grow by 51.4% between 2024 and 2029, reaching 281.3 million users in the region. This expansion has heightened the need for omnichannel strategies, understood as the seamless integration of the various touchpoints between the customer and the company, combining physical, digital, and mobile channels (Hübner et al., 2022). As noted by America Mall & Retail (2024), although channel preferences vary by product type—with brick-and-mortar stores dominating sectors such as food—78% of Latin American consumers prefer to make combined purchases that involve both digital and in-person channels.

As a result, these changes are closely linked to customer expectations, as consumers increasingly value personalization, cross-channel consistency, and ease of the purchasing process (Li & Liu, 2024). According to Paz et al. (2024), 70% of consumers prioritize personalization, 75% value seamless interactions across channels, and multichannel service can increase the retention rate to as high as 90%, with satisfaction levels exceeding 85%. Along these lines, Saravia Espichán et al. (2024) argue that omnichannel retailing is an evolutionary process in response to emerging consumer habits, and that companies that integrate multiple channels coherently are perceived as more competent and trustworthy.

However, in an environment marked by financial instability and fragmented consumption, omnichannel retailing also serves an adaptive function (Wu & Tang, 2022). For this reason, Kantar (2024) notes that consumers allocate nearly 50% of their income to consumer goods. Along the same lines, Del Moral et al. (2021) and Ling et al. (2023) highlight that consumers actively seek out the best deals across different channels, which reinforces the need to implement retail integration strategies. This pursuit of efficiency and convenience is related not only to channel choice but also to perceptions of value and trust in brands (Marinao-Artigas et al., 2025). As Varadarajan et al. (2022) explain, the adoption of multiple channels aims to optimize the customer experience by making products available when and where the consumer needs them.

In this context, countries such as Ecuador, Peru, and Colombia have begun to show notable progress in implementing omnichannel strategies. In Ecuador, De la Torre (2024) notes that 17% of shoppers use multiple channels to purchase products, while supermarkets and hard discounters remain the preferred retail formats. Likewise, neighborhood stores—which supply 75% of households and generate more than 200,000 jobs—have begun using platforms such as WhatsApp or social media to manage sales and home deliveries (ITahora, 2024).

Regarding specific strategies, Vásquez-Simbaña and Ramírez-Jiménez (2025) identify three key practices in the Ecuadorian retail sector: click-and-collect, multichannel customer service via chatbots and instant messaging, and the integration of various payment platforms. In addition, they note that retailers invest 60% in digital advertising, 47.5% in promotions and loyalty programs, and 25% in omnichannel strategies. Along the same lines, Redondo and Charro (2023) argue that the success of omnichannel strategies depends on technological implementation, consistency across channels, and the personalization of the consumer experience.

In Peru, the adoption of omnichannel retailing is primarily evident in the transformation of the traditional retail channel. According to America Mall & Retail (2024), 31% of Peru's retail consists of kiosks and small stores, of which 40% place orders through digital platforms and 85% use

smartphones to communicate with customers and suppliers, as well as to facilitate electronic payments. This trend is complemented by data from Adecco (2024), which indicates a marked shift in the retail sector toward models based on personalization, innovation in the customer experience, and sustainability, especially in regions outside Lima.

Meanwhile, Colombia is experiencing considerable dynamism in the digital sphere. According to Niño (2023), online retail sales are projected to grow from \$9 billion in 2022 to \$14.5 billion in 2027, representing a 61.1% increase. This progress has driven channel integration as a key strategy in the Colombian retail sector. According to Barón (2023), perceived consistency across channels strengthens brand value and drives purchase intent, consolidating omnichannel retailing as a strategic differentiator.

Despite the progress made in the region, research gaps remain regarding how omnichannel retailing relates to key constructs such as customer trust and purchase intention, particularly in emerging market contexts (Neme-Chaves et al., 2024; Saravia Espichán et al., 2024). While studies such as that by Guzmán et al. (2025) have addressed these relationships in isolation and within local contexts, and Yang et al. (2025) have proposed an integrated model, empirical evidence that simultaneously analyzes the relationships between omnichannel retailing, trust, and purchase intention in Latin American contexts remains limited. In particular, it is relevant to examine these relationships based on evidence from consumers in Ecuador, Peru, and Colombia.

This study contributes to the literature by integrating omnichannel retailing, trust, and purchase intention into a single structural model, using empirical evidence from consumers in Ecuador, Peru, and Colombia. Unlike previous studies such as those by Thaichon et al. (2024) and Mishra et al. (2025), which do not jointly analyze the relationships among these three constructs, the present study examines both the direct relationships and the mediating role of trust. This approach allows for a broader understanding of the mechanisms through which the perception of cross-channel integration relates to purchase intention and derives implications for strategic retail management. The article is organized into five sections: introduction, methodology, results, discussion, and conclusions.

1.1 Omnichannel retailing as a precursor to trust and purchase intention

In the context of contemporary retail, omnichannel retailing has emerged as a strategic approach to integrating physical and digital channels, improving the customer experience and generating commercial synergies (Lorenzo-Romero et al., 2020). Unlike the multichannel approach, characterized by the coexistence of independent channels, omnichannel retailing seeks to converge them so that consumers perceive a continuous and frictionless interaction (Rahman et al., 2025). This integration responds to the evolution of digital consumer behavior, which shifts between online and offline platforms to research, compare, and purchase products (Yin et al., 2022; Barron- San et al., 2025). In this regard, recent literature highlights that consistent omnichannel experiences are a key factor in customer retention and loyalty in emerging markets (Thaichon et al., 2024).

In Latin America, Barón (2023) shows that the adoption of omnichannel strategies still faces structural challenges related to technological infrastructure, reverse logistics, and staff training. However, channel integration can enhance perceived value and satisfaction when it incorporates features such as real-time order tracking, in-store pickup, and personalized service through digital channels (Hua et al., 2025; Taheri et al., 2024). From this perspective, the mechanism underlying omnichannel retailing does not lie solely in having multiple channels, but rather in the consumer perceiving continuity, consistency, and reliability during their interaction with them. These perceptions allow for a conceptual link between channel integration and subsequent psychological variables, particularly trust and purchase intention (Hsu et al., 2024).

Customer trust has been extensively studied as a central construct in relationship marketing due to its role in the relationship between service perceptions and subsequent consumer responses (Riaz et al., 2024; Mishra et al., 2025). In omnichannel environments, trust is shaped by consistency across channels, the security of digital transactions, brand reputation, and efficient customer service management (Natarajan et al., 2024). Frasquet et al. (2024) note that consumers tend to trust brands more when they maintain consistency in information, visuals, and service across their physical and digital channels. Furthermore, a brand's ability to protect privacy, fulfill its promises, and

resolve conflicts effectively is a key factor in building trust in markets characterized by high levels of informality and perceived risk (Guzmán et al., 2025). Therefore, when omnichannel integration reduces inconsistencies and provides continuity across touchpoints, it decreases the uncertainty associated with interacting with the retailer, offering an explanation for the expected link between omnichannel capabilities and trust.

Based on this theoretical argument, the following hypothesis is proposed:

H1. The perception of omnichannel capabilities is positively and significantly related to customer trust.

Trust, in turn, is a key factor in understanding purchase intention. Cho et al. (2024) demonstrate a direct and significant relationship between these two constructs. Purchase intention is conceptualized as the degree to which a consumer plans to purchase a product or service in the near future and is associated with perceptions of value, prior emotions, past experiences, and beliefs about the seller's credibility (Kukreti & Yadav, 2023). In the digital context, ease of navigation, price transparency, the availability of multiple payment options, and multichannel customer service are also related to this intention (Kumar & Ayodeji, 2021). The logic linking trust and purchase intent therefore lies in the reduction of uncertainty: when consumers perceive the retailer as reliable, consistent, and secure, the perceived risk associated with the transaction decreases, and their willingness to consider the purchase increases. In this regard, omnichannel strategies can strengthen the relationship with the consumer by building trust, which is positively associated with their willingness to buy (Meredith Robertson & Kopot, 2024).

Consequently, the following hypothesis is proposed:

H2. Customer trust is positively and significantly related to purchase intention.

Omnichannel approaches may also be directly related to purchase intent. Lazaris et al. (2021) note that integrated shopping environments promote satisfaction and perceived value, while Nagy et al. (2024) demonstrate a positive evaluation of brands that allow customers to begin their experience on one channel and complete it on another without service disruptions. These practices associated with the omnichannel customer journey provide continuity, transparency, and control over the consumer experience (Zheng & Li, 2024). Furthermore, resources such as artificial intelligence, chatbots, real-time shipment tracking, and secure payment platforms enhance the perception of the digital channel's reliability and are linked to purchase intent (Rodríguez-Torrico et al., 2024). Thus, in addition to the relational mechanism associated with trust, omnichannel retailing can be linked to purchase intent through functional benefits derived from convenience, continuity, and reduced friction throughout the consumer journey.

Therefore, the following hypothesis is proposed:

H3. The perception of omnichannel retailing is positively and significantly related to purchase intention.

Considering these relationships together allows us to propose a mediating mechanism. Timoumi et al. (2022) have explored the relationship between omnichannel integration, trust, and purchase intention, while Riaz et al. (2024) demonstrate that an effective omnichannel strategy enhances perceptions of control and reliability. Similarly, Safira and Kurnia (2024) show that an integrated experience across physical and digital channels enhances the credibility of the point of sale, while Choubey and Gautam (2024) and Quintus et al. (2025) highlight the importance of online channel security and the consistency of omnichannel communication for purchase intention. Savastano et al. (2024), for their part, highlight the importance that omnichannel retailing has acquired in post-pandemic environments. Taken together, these studies provide insight into how technological, perceptual, and relational elements interact in purchasing behavior within omnichannel ecosystems (Jeong & Jo, 2024).

This interplay suggests that trust is one of the mechanisms through which omnichannel retailing relates to purchase intention (Yang et al., 2025). The coherent integration of channels can reduce uncertainty and foster perceptions of reliability; these perceptions, in turn, are associated with a greater willingness to purchase (Wiardi et al., 2026). Therefore, the relationship between

omnichannel retailing and purchase intention is not viewed exclusively as direct but also as an indirect relationship mediated by trust.

On this basis, the following hypothesis is proposed:

H4. Customer trust significantly mediates the relationship between the perception of omnichannel capabilities and purchase intention.

1.2 Objective

The objective of this study is to analyze the relationships between the perception of omnichannel retailing, customer trust, and purchase intention in the retail sector, as well as to evaluate the mediating role of trust, based on consumer data from Ecuador, Peru, and Colombia.

2. Methodology

This study adopted a quantitative, cross-sectional approach aimed at analyzing the relationships between omnichannel perception, customer trust, and purchase intention in the retail sector (Dubey & Kothari, 2022). The analysis was conducted in two phases. First, descriptive techniques were applied to characterize consumers in Ecuador, Peru, and Colombia. Subsequently, partial least squares structural equation modeling (PLS-SEM) was used with SmartPLS 4.0. The choice of PLS-SEM was primarily driven by the model's explanatory-predictive orientation, as it allows for the simultaneous estimation of relationships among latent constructs, the evaluation of their explanatory (R^2) and predictive (Q^2_{predict}) power, and the estimation of direct and indirect effects via bootstrapping (Hair et al., 2019; Sarstedt et al., 2021). We assessed the model's reliability, convergent and discriminant validity, multicollinearity, structural coefficients, and explanatory and predictive power.

2.1 Sample

The sample consisted of 292 consumers from Ecuador, Peru, and Colombia, selected through non-probabilistic convenience sampling. To ensure the participants' eligibility, the questionnaire included a screening question designed to verify that they had interacted with physical and digital channels during their search or purchase processes in the retail sector; only those who met this criterion continued with the questionnaire. Data were collected via a self-administered digital questionnaire distributed through online platforms and social media.

The adequacy of the sample size was determined using an a priori power analysis with G*Power 3.1.9.7 (Faul et al., 2007). A fixed-effects multiple regression (R^2 deviation from zero) was considered with two predictors, a moderate effect size ($f^2 = 0.15$), $\alpha = 0.05$, and a statistical power of 0.95. The analysis determined a minimum sample size of 107 observations (actual power = 0.952); thus, the final sample of 292 participants exceeded this requirement. However, the non-probabilistic nature of the sampling limits the generalizability of the results.

2.2 Validation of the Instrument

The questionnaire was structured using items based on and adapted from previous studies on omnichannel retailing, trust, and purchase intention. The items were adapted to the physical-digital context of retail, while striving to preserve the conceptual meaning of the reference scales. Table 1 presents the indicators used and their respective sources.

The content validity of the instrument was examined through the judgment of two experts, who assessed the relevance, clarity, and conceptual correspondence of the items with the constructs under analysis. This review allowed us to verify the appropriateness of the instrument's content prior to its final administration. The final questionnaire used a five-point Likert scale (1 = strongly disagree; 5 = strongly agree).

The same instrument in Spanish was administered in Ecuador, Peru, and Colombia, maintaining a uniform structure and wording and avoiding local expressions to ensure linguistic and conceptual equivalence across the three national contexts. Since the variables were collected using a single self-administered questionnaire, the possible presence of common-method bias was assessed using

Harman's one-factor test, with the jamovi software (Podsakoff et al., 2003; Polas, 2025). To this end, the 11 items corresponding to the three constructs were simultaneously included in an exploratory factor analysis restricted to a single factor, using the minimum residuals method without rotation. The resulting factor explained 35.6% of the total variance, which is below the 50% benchmark. Therefore, based on this analysis, no single factor was found to account for the majority of the variance in the indicators. However, due to the limitations of this test, this result was interpreted as supplementary diagnostic evidence rather than as proof of the absence of common-method bias.

Consumer participation in the study was voluntary and was preceded by the signing of an informed consent form before completing the questionnaire. The anonymity and confidentiality of the responses were guaranteed, and the data collected were used exclusively for academic and scientific purposes. The research was conducted as part of project PROY-INV-UBE-015 and was approved by the Research Office of the Bolivarian University of Ecuador.

Table 1.
Variables and reference authors.

Variables	Items	Reference authors
Omnichannel Approach	OMN1 I can start a purchase on one channel (physical or digital) and easily complete it on another, without any issues.	(Thaichon et al., 2024); (Yin et al., 2022); (Barón, 2023).
	OMN2 Products, prices, and promotions are consistent across the different channels of my preferred store.	
	OMN3 I perceive that the physical and digital channels of my preferred store are integrated as part of a unified shopping experience.	
	OMN4 My shopping process flows seamlessly as I switch between channels during search, selection, and checkout.	
Trust	CON1 I trust that my favorite store delivers on its promises, both in its physical and digital channels.	(Riaz et al., 2024); (Mishra et al., 2025); (Nosi et al., 2022).
	CON2 I feel secure providing personal information through my preferred store's digital channels.	
	CON3 I perceive that my preferred store acts honestly and responsibly, regardless of the channel used.	
Purchase Intention	IC1 It is very likely that I will make my next purchase at my preferred store.	(Cho et al., 2024); (Jeong & Jo, 2024); (Cattapan & Pongsakornrunsilp, 2022); (Malhotra & Srivastava, 2023)
	IC2 I consider my preferred store to be one of my top choices for future purchases.	
	IC3 I intend to continue shopping at my preferred store, whether in-store or online.	
	IC4 If I need to make another purchase, I would prefer to do so at this store rather than explore other options.	

3. Results

The sample was characterized by the variables country of residence, gender, age, preferred shopping channels, frequency of price comparison across channels, purchase frequency, and product selection criteria. The geographic distribution was balanced among Ecuador (37%), Peru (33%), and Colombia (30%). Female participants predominated (60%), while males accounted for 40%. Additionally, consumers aged 26 to 35 (38%) and 18 to 25 (33%) made up the largest proportion of the sample.

In terms of purchasing behavior, WhatsApp was the most frequently used digital interaction channel (31.3%), followed by Instagram (24.7%), TikTok (22%), and Facebook (21%). Furthermore, 65% of participants compared prices across different channels frequently or very frequently. The most common purchase frequency was monthly (56%), followed by weekly (34%). Finally, quality (45%) and price (24%) were the main criteria for product selection, followed by customer service (12%), sustainability (9%), innovation (7%), and brand reputation (3%).

3.1 Analysis of the Measurement Model: Reliability and Construct Validity

To evaluate the measurement model, the individual reliability of the indicators, the internal consistency of the constructs, and convergent validity were analyzed. Following the recommendations of Hair et al. (2019), the measurement model was evaluated using PLS-SEM with data from the combined sample of consumers in Ecuador, Peru, and Colombia.

Table 2 presents the results of the measurement model. All standardized factor loadings were greater than 0.708, with values ranging from 0.713 (IC1) to 0.811 (OMN3). Furthermore, all loadings were statistically significant ($t > 1.96$; $p < 0.05$). Regarding internal consistency, the Cronbach's alpha and rho_A values were equal to or greater than 0.70 for all three constructs. The composite reliability (rho_C) reached values of 0.864 for omnichannel capability, 0.837 for trust, and 0.817 for purchase intention, meeting the recommended criteria for internal consistency (Hair et al., 2019). Finally, the average variance extracted (AVE) was 0.615 for omnichannel adoption, 0.631 for trust, and 0.527 for purchase intention, exceeding the 0.50 threshold in all cases and providing evidence of convergent validity (Fornell & Larcker, 1981).

In summary, the results provide evidence of adequate reliability of the indicators, internal consistency, and convergent validity of the three constructs in the analyzed sample.

Table 2.
Measurement Model Analysis: Reliability and Construct Validity.

Factors	Indicators	Loadings	t-values	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average Variance Extracted (AVE)
Omnichannel	OMN1	0.803	45.834	0.792	0.799	0.864	0.615
	OMN2	0.781	32.750				
	OMN3	0.811	38.690				
	OMN4	0.739	22.660				
Confidence	CON1	0.785	31,758	0.708	0.708	0.837	0.631
	CON2	0.795	36.745				
	CON3	0.803	31.935				
Purchase Intention	IC1	0.713	24,356	0.701	0.701	0.817	0.527
	IC2	0.725	26.963				

IC3	0.740	27.601
IC4	0.725	27.405

Source: Prepared by the author based on results obtained from Smart PLS 4.

Furthermore, to assess potential multicollinearity issues among the indicators, the values of the variance inflation factor (VIF) were analyzed. According to Hair et al. (2021), VIF values must be less than 5 to rule out critical multicollinearity. In this study, all indicators had VIF values ranging from 1.251 to 1.740, indicating low levels of multicollinearity and confirming that there is no significant redundancy among the items. These results support the stability of the measurement model and ensure that the estimated coefficients are not distorted by multicollinearity (Streukens & Leroi-Werelds, 2023).

After verifying the reliability and convergent validity of the measurement model, discriminant validity was assessed using the HTMT (Heterotrait-Monotrait Ratio) index (Henseler et al., 2015). The values obtained were 0.525 between omnichannel retailing and trust, 0.892 between omnichannel retailing and purchase intention, and 0.784 between trust and purchase intention. Although the value between omnichannel and purchase intention approaches the 0.90 threshold, the HTMT inference using bootstrapping with 5,000 subsamples showed that the 95% bias-corrected confidence intervals did not include the value 1: omnichannel-trust [0.380; 0.646], omnichannel—purchase intention [0.823; 0.952], and trust—purchase intention [0.683; 0.862]. These results provide additional evidence of discriminant validity among the constructs (Henseler et al., 2015; Franke & Sarstedt, 2019).

3.2 Structural Model Analysis

Before analyzing the structural relationships among the constructs, multicollinearity was assessed using the variance inflation factor (VIF). Following the recommendations of Hair et al. (2021), values below 5 were considered indicative of the absence of critical multicollinearity issues. The values obtained were 1.000 for the relationship between omnichannel retailing and trust, and 1.191 for the relationships between omnichannel retailing and trust with purchase intention. Since all values fell below the established threshold, no critical multicollinearity issues were identified that could affect the estimation of the structural coefficients (Sarstedt et al., 2021).

3.2.1 Predictive Validity of the Model

Following the recommendations of Shmueli et al. (2016) and Hair et al. (2021), the performance of the structural model was evaluated using the coefficients of determination (R^2) and the PLSpredict procedure. For the latter, Q^2 predict values were considered, and the RMSE errors obtained using PLS-SEM were compared with those corresponding to the linear reference model (LM).

R^2 was 0.160 for trust and 0.545 for purchase intention, with adjusted values of 0.159 and 0.544, respectively. The PLSpredict analysis showed positive Q^2 predict values for trust (0.152) and purchase intention (0.443), indicating predictive relevance outside the sample. To evaluate this performance against the reference model, the RMSE errors obtained using PLS-SEM were compared with those of the LM model. For purchase intention, PLS-SEM exhibited lower errors than the LM model across all four indicators (IC1: 0.683 vs. 0.685; IC2: 0.738 vs. 0.742; IC3: 0.690 vs. 0.694; IC4: 0.684 vs. 0.686). For trust, the LM model showed marginally lower errors across all three indicators (CON1: 0.767 vs. 0.768; CON2: 0.776 vs. 0.777; CON3: 0.776 vs. 0.777). Overall, the results show predictive validity outside the sample; however, the performance of PLS-SEM compared to the LM model was more favorable for purchase intention than for trust.

3.2.2 Structural Model

Following the recommendations of Hair et al. (2021), the coefficients of the structural paths and their statistical significance were evaluated using bootstrapping with 5,000 subsamples. This procedure allowed for the estimation of path coefficients, standard deviations, t-values, p-values,

and bias-corrected 95% confidence intervals. Likewise, the specific indirect effect of omnichannel retailing on purchase intention through trust was examined. Table 3 presents the results corresponding to the four hypotheses formulated.

The relationship between omnichannel retailing and trust was positive and statistically significant ($\beta = 0.400$; $SD = 0.053$; $t = 7.546$; $p < 0.001$; 95% CI [0.283; 0.497]), supporting H1. Likewise, trust was positively and significantly related to purchase intention ($\beta = 0.342$; $SD = 0.031$; $t = 10.929$; $p < 0.001$; 95% CI [0.280; 0.402]), supporting H2. The direct relationship between omnichannel retailing and purchase intention was also positive and statistically significant ($\beta = 0.532$; $SE = 0.033$; $t = 16.244$; $p < 0.001$; 95% CI [0.464; 0.593]), supporting H3.

The mediation analysis showed a positive and statistically significant indirect effect of omnichannel retailing on purchase intention through trust ($\beta = 0.137$; $SE = 0.024$; $t = 5.638$; $p < 0.001$; 95% CI [0.090; 0.186]). Since the bootstrap confidence interval did not include zero, H4 was supported. Furthermore, the direct effect of omnichannel retailing on purchase intention remained positive and significant ($\beta = 0.532$; $p < 0.001$), while the total effect was $\beta = 0.669$ ($p < 0.001$), indicating complementary partial mediation by trust. As a complementary measure of the relative magnitude of the mediation, the VAF (Variance Accounted For) was 20.5%, indicating that approximately one-fifth of the estimated total effect is transmitted indirectly through trust.

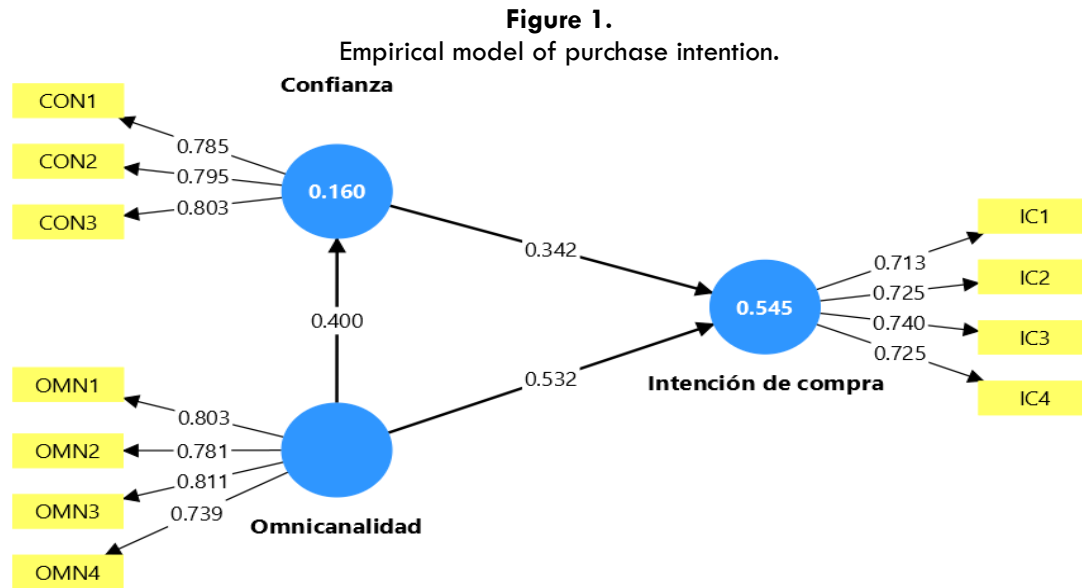
In summary, the results support all four hypotheses and show that omnichannel retailing is related to purchase intention both directly and indirectly through trust. Given the cross-sectional nature of the study, these results are interpreted in associative and predictive terms, without establishing causal relationships.

Table 3.
Testing of the Research Hypotheses.

	Original sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-statistics (O/STDEV)	p- values	95% CI BC
H1: Omnichannel → Confidence	0.400	0.401	0.053	7.546	<0.001	[0.283; 0.497]
H2: Trust → Purchase Intention	0.342	0.342	0.031	10.929	<0.001	[0.280; 0.402]
H3: Omnichannel → Purchase Intention	0.532	0.532	0.033	16.244	<0.001	[0.464; 0.593]
H4: Omnichannel Approach → Trust → Purchase Intention	0.137	0.138	0.024	5.638	<0.001	[0.090; 0.186]

Source: Prepared by the authors based on results obtained from Smart PLS 4.

Figure 1 presents the structural model and provides a summary of the relationships among the three latent constructs analyzed: omnichannel, trust, and purchase intention. The model illustrates the direct relationships among the constructs and the mediating role of trust in the relationship between omnichannel retailing and purchase intention. It also presents the standardized path coefficients and the coefficients of determination for the endogenous constructs. Taken together, the graphical representation summarizes the relationships proposed in the model's four hypotheses, the statistical testing of which is presented in Table 3.



Source: Prepared by the authors based on results obtained from Smart PLS 4.

4. Discussion

This study examined a structural model that analyzes the relationships among three relevant constructs of consumer behavior in the retail sector: perception of omnichannel retailing, customer trust, and purchase intention. The findings obtained from consumers in Ecuador, Peru, and Colombia allow us to compare these relationships with previous studies and identify theoretical and managerial contributions within the analyzed context.

First, the relationship between the perception of omnichannel integration and customer trust (H1) was positive and statistically significant, indicating that a greater perceived integration between physical and digital channels is associated with higher levels of trust in the brand. This result is consistent with Lazaris et al. (2021), who highlight that channel coordination fosters the perception of transparency and commitment to the customer. Similarly, Jeong and Jo (2024) note that an effective omnichannel strategy promotes perceived consistency and trust by reducing friction in the consumer journey. In the Latin American context, Vázquez-Simbaña and Ramírez-Jiménez (2025) identify that the integration of features such as click-and-collect, synchronized digital payments, and multichannel customer service can help strengthen customer trust.

Second, trust showed a positive and statistically significant relationship with purchase intention (H2). This relationship takes on special relevance in digital and omnichannel environments due to the perception of risk and the need for secure, transparent, and reliable interactions. Studies such as those by Cho et al. (2024) and Mishra et al. (2025) have indicated that trust plays a significant role in the purchase decision by reducing uncertainty and fostering consumer favor toward the brand. The results obtained are consistent with these findings and show that, in the sample analyzed, higher levels of trust are associated with a greater purchase intention.

Third, the direct relationship between omnichannel retailing and purchase intention (H3) was positive and statistically significant. This finding aligns with Cattapan and Pongsakornrunsilp (2022) and Malhotra and Srivastava (2023), who highlight the importance of convenience, access, and seamless transitions between channels for consumer willingness to purchase. The results suggest that the perception of physical-digital integration maintains a significant association with purchase intention even when trust is simultaneously considered within the model.

A particularly relevant finding concerns the mediating role of trust (H4). The indirect effect of omnichannel retailing on purchase intention through trust was positive and statistically significant, while the direct relationship between omnichannel retailing and purchase intention remained significant, indicating complementary partial mediation. This result broadens the interpretation of the direct relationships by showing that trust constitutes a relevant mediating mechanism in the

relationship between the perception of omnichannel retailing and purchase intention (Yang et al., 2025). In this regard, the findings are consistent with research highlighting the role of trust in reducing uncertainty and in shaping purchase intentions in physical-digital environments (Cho et al., 2024; Mishra et al., 2025).

From a theoretical perspective, the proposed model contributes to the literature by integrating omnichannelness, trust, and purchase intention within a single explanatory-predictive framework. In particular, the inclusion of trust as a mediating variable allows for a deeper understanding of its role in the relationship between the perception of channel integration and purchase intention. Furthermore, the study provides empirical evidence from consumers in Ecuador, Peru, and Colombia—a geographic context that has been less studied in the literature on omnichannel retailing compared to Asian and European markets (Yang et al., 2025; Barón, 2023). However, since the data from the three countries were analyzed jointly, the results should not be interpreted as evidence of differences or similarities between countries.

From a managerial perspective, the results suggest that retailers can benefit from strategies aimed at improving integration and consistency between their physical and digital channels. Coordinating information, services, and touchpoints can foster trust and create conditions associated with a higher purchase intent. It is also important to maintain consistent communication across channels and coordinate customer service and after-sales actions. In digital channels, information transparency and data protection are key elements for fostering trustworthy interaction environments.

Among the study's main limitations is the use of non-probabilistic convenience sampling, which limits the generalizability of the results beyond the sample analyzed. Furthermore, the cross-sectional design allows for the identification of associations between constructs but does not establish causal relationships. Although consumers from Ecuador, Peru, and Colombia participated, the data were analyzed collectively, and no measure invariance tests or multi-group analysis were conducted; therefore, the results do not allow for the identification of differences between countries. Future research could evaluate measurement invariance and conduct multigroup analysis to determine whether structural relationships differ across national contexts. It would also be relevant to expand the model by incorporating constructs such as shopping experience, satisfaction, loyalty, or perceived value.

5. Conclusions

This research provides an integrated understanding of the relationship between omnichannel retailing, trust, and purchase intention based on evidence obtained from consumers in Ecuador, Peru, and Colombia. Its main contribution lies in demonstrating that trust is not only directly related to purchase intention but also plays a complementary partial mediating role in the relationship between the perception of omnichannel retailing and purchase intention. Thus, the findings reveal that the integration of physical and digital channels is linked to purchase intention both directly and through a relational mechanism associated with consumer trust.

From a theoretical perspective, the study broadens the understanding of omnichannel retailing by positioning trust as an intermediary mechanism within an explanatory-predictive model of purchasing behavior. From a managerial perspective, the results suggest that omnichannel management should not be limited to providing or connecting multiple touchpoints, but should focus on ensuring consistency, continuity, and reliability in physical-digital interactions, so that channel integration helps create favorable conditions for trust and purchase intention.

In short, the study provides empirical evidence on the role that trust plays in the relationship between omnichannel retailing and purchase intention in the contexts studied in Ecuador, Peru, and Colombia. The findings contribute to the development of this line of research and offer a basis for further examining the relational mechanisms associated with omnichannel management, as well as for expanding the analysis to other retail contexts.

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